



IMPACT REPORT

20
24

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WHAT IS HOMEMADE IN DC?

MISSION

Close the racial and gender wealth gap through small business.



ABOUT US

Homemade in DC offers corporate catering and custom gift boxes, all sourced locally from women, BIPOC and LGBTQ-owned businesses. We connect local, small businesses to our customers, offering access to diverse vendors in one place and menus that highlight the faces and stories behind the deliciousness.

Our customers receive an impact report transforming their already allocated food and gift budgets into measurable impact on local, small businesses.



VISION

A Homemade hub in every city that encourages thoughtful and local sourcing of food and gifts. Each Homemade hub fosters strong, resilient local supply chains that lift up and celebrate small businesses and the faces behind them.

LETTER FROM OUR FOUNDER

2024 was our 3rd year in business. We've come so far from our early pilot days, where I wheeled around my cart on the Georgetown campus delivering addictive Oreo chocolate chip cookies from our first food entrepreneur, Pies on the Side. Over the past 3 years, we've connected **85 small, women, BIPOC & LGBTQ-owned businesses** to over 100 customers nationwide. We surpassed **\$270K in net new revenue directed to these amazing small businesses**, while making it easier for big events like the 75th NATO Summit and thoughtful customers like Hilton, DC Startup Week, and the Aspen Institute to *source locally, intentionally, and purposefully*.

I am proud to share our company growth on page 8, Key Highlights along with the recognition we've received for our impact-focused work.

Cheers to 2025 as we continue to build a hyper local hub of small businesses crafting amazing, delicious products!



Mackenzie Loy
Founder & CEO



"Homemade in DC has helped us increase our revenue when we find ourselves struggling. It also pushes our team to think better and faster about large catering orders."

-Ana, Jaddi's Catering



KEY METRICS

Our focus is on building hyper local hubs of sustainable businesses by creating a pipeline of high value orders between businesses, co-branding opportunities, and access to new networks. We define impact quantitatively as new revenue that would not have been earned had it not been for Homemade in DC and qualitatively as non-revenue business growth through our partnership.

As a social enterprise we measure our traction not just by revenue, but by impact. Here are some key metrics from 2024.

\$138,500

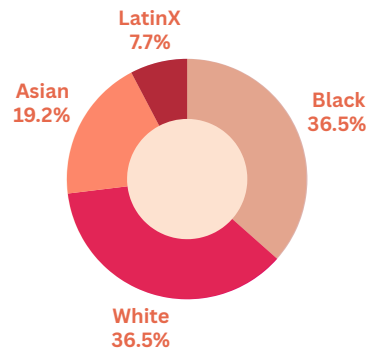
**NET NEW REVENUE
GENERATED FOR
SMALL BUSINESSES**

\$2,664

**AVERAGE REVENUE
GENERATED PER
SMALL BUSINESS**

52

**FOOD
ENTREPRENEURS
SUPPORTED**



44 Women



2 LGBTQ+



**25 located in
food deserts***

**Food entrepreneurs building food-based businesses in identified food deserts, Wards 5, 7 and 8*

We seek to support the new majority and prioritize working with People of Color, women, LGBTQ+ entrepreneurs, and entrepreneurs based in food deserts identified by the DC Hunger report. [3]

Social enterprises are revenue-generating businesses with a mission (Annie E. Casey Foundation) [1]. "There's a competitive advantage to having a social mission in your DNA, and impact-driven businesses represent a powerful opportunity to drive equity and inclusivity in the workplace and society." (Halcyon) [2]

CATERING & GIFTING

At Homemade in DC, we are committed to transforming our customers' existing food and gift budget into a supplier diversity initiative that connects with and supports small, local businesses. Through our marketplace, we offer corporate catering and custom gift boxes, all sourced locally from women, BIPOC, and LGBTQ-owned small businesses.



Corporate Catering

As employers look for ways to encourage employees to return to offices and organizations look for ways to buy local from their surrounding communities, Homemade in DC makes it easy for them to meet these needs through one vendor. We cater team happy hours, lunches, and snack spreads that power all day conferences, thoughtful discussions, and team meetings. All catering is individually packaged or self-serve.



Custom Gift Boxes

Homemade in DC makes it easy to say thank you to your valued partners, employees, and stakeholders with an impactful gift that highlights your company's values. We design gift bags and boxes that can be curated from your community, customized with branding, and card inserts that highlight the powerful stories behind each product and entrepreneur. Minimum order of 20 gifts. Hand packed with sustainability and portability in mind. Nationwide shipping or local hand delivery.



CATERING + GIFTING



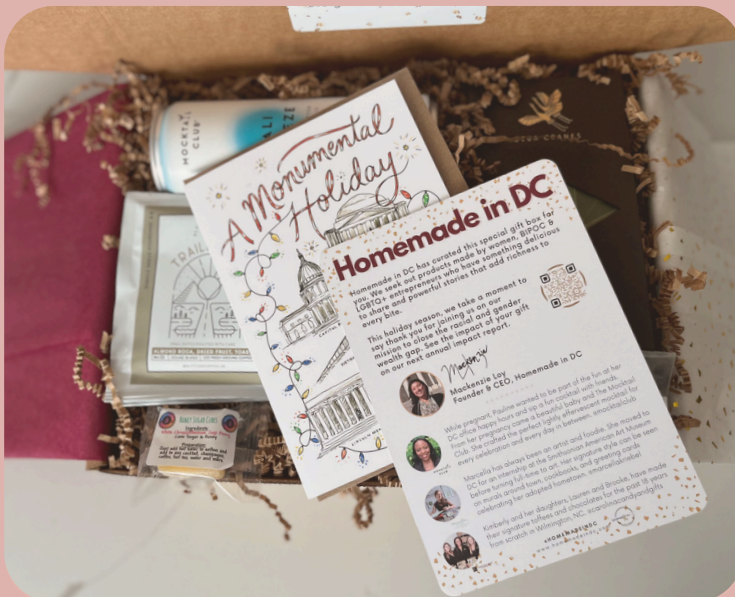
Catering Orders Delivered

Over 5,000 guests enjoyed a HiDC catered event including:

1,384 shortbread cookies by
GreenIsland Bakery

1,031 lunch and dinner bowls
by Rasa, BangBop, Vegetable
+ Butcher & Jaddi's Catering

**21 veggie, hummus & pita
chip platters** by District Chop
Bar



HiDC Gift Boxes & Bags Delivered

We delivered our gift boxes
to VC firms, non-profits,
dignitaries, government
offices, friends, and more!

THE HIDC IMPACT

Each year, we conduct a survey of our food entrepreneurs to assess the impact of their partnering with Homemade in DC. This year, survey results continued to highlight the impact on the bottom line in addition to 3 main impact areas:

FREE BRAND AWARENESS

54% of the food entrepreneurs highlighted increased local and nationwide brand awareness and new customers as a result of working with Homemade in DC. Some highlights from this year include:

- Homemade in DC x Hilton partnership for a holiday market featuring local, small businesses. Katrina of Beautiful Brown Rainbow shared how this *“transformative experience provided exposure to a new market to continue scaling [her] business.”*
- Working with the U.S. State Department to curate gifting for the 75th NATO Summit hosted in DC.

THIS YEAR, WE SAW A
54%
**INCREASE IN
REVENUE**
GENERATED FOR HIDC
SMALL BUSINESSES

INCREASED REVENUE

80% of the food entrepreneurs cited revenue as the biggest benefit of working with Homemade in DC.

Average revenue generated for the top 3 small businesses in 2024 was **\$20,791**.

SUPPORT WORKING ON THE BUSINESS

Small businesses sourced new business opportunities including business development, funding, and collaborations through Homemade in DC's connections and partners.

“Homemade in DC has repeatedly connected our company with different business growth opportunities...the latest was with the small business program at Georgetown University which was incredible and provided new energy.” ~ Stephanie, OH-Mazing Foods

2024 KEY HIGHLIGHTS

In 2024, Homemade in DC grew as a business, continuously evolving to better serve our customers and our growing food entrepreneur community. Here are a few key highlights and updates from 2024:

HIDC COMMUNITY GROWTH

In 2024, we grew the community of women, BIPOC, and LGBTQ+ entrepreneurs we work with to 85 small businesses.

85

SMALL BUSINESSES

85% of the small businesses are based in the DC, Maryland & Virginia region. As we continue to expand our gifting footprint, offering gifting curated from different communities, we've partnered with small businesses in California, North Carolina, New York and Massachusetts.

RECOGNITION

Homemade in DC was recognized on Technical.ly's 2024 RealLIST Startups in the DMV as a runner-up, selected as a finalist for WBEC DMV's regional pitch competition, selected for the Emerging Young Entrepreneurs Program with NMSDC, selected as a Diverse Business Fellow with Destination DC, and awarded as a PCMA Scholarship Recipient for our positive community impact.

TOTAL LIFETIME REVENUE

In 2024, we drove over **\$138,500 in net new revenue to 52 small businesses**. Since our inception, we've generated:

\$271,857

NET NEW REVENUE TO
HIDC ENTREPRENEURS

NEW CERTIFICATIONS

We continue to maintain our woman-owned certification and completed the process for becoming minority-owned certified.



PRIORITY SDGs

There are 17 Sustainable Development Goals and 169 targets established by the United Nations. [4] While they are all important and interrelated, Homemade in DC is focused on 3 in particular. Our mission directly aligns with SDG #10; by tying our impact directly to our bottom line and revenue growth, we ensure that our impact will grow as the business grows. We seek to align incentives across our food entrepreneurs, our customers, our business, and our planet to create win-win-win-win situations.



10 — Reduced Inequalities

Our mission is to **close the racial and gender wealth gap through food entrepreneurship**. By providing impact reports to our customers **we transform their existing food and gift budgets into a DE&I initiative**.



08 — Decent Work and Economic Growth

We seek to help food entrepreneurs **build sustainable and profitable businesses** by creating a more robust and interconnected local economy.



12 — Responsible Production and Consumption

With our focus on **sourcing locally and thoughtfully**, we are making it easy for our customers to provide transparency into their vendors and focus on sustainable consumption.

HIDC ENTREPRENEURS



Maggie
District Chop Bar



Pia & Rachel
Republic
Restoratives



Alicia
Girl Gone
Overboard



Ije
Pies on the Side



Maggie
Maggie Bakes



Jon
Bang'n You



J'Nae
Mola Empanada



Lisa & Michelle
Rāko



Caroline
Greenisland
Bakery



Deborah
Sweetdele's
Sweet Treats



Lisa
Scuttlebutt
Bakeshop



Pauline
Mocktail Club



Tory
Pratt Standard



Barbara
Blue's Coffee &
Tea



Rosie
Rose Ave Bakery



Karis
BangBop



Jackie
Made With Love



Denyse & Victoria
EmeldaNorm
Stationery



Ismael
Chocotenango



Ana
Jaddi's Catering

HIDC ENTREPRENEURS



Gabriela
Arepa Zone



Leah
Right Proper



Jenna
Whisked!



Kindra
Fifty Leven



Jacki
Jackican Jams



Antonio
Sydegig



Caroline
Sweets By
Caroline



Chelsea
Chiboo Bakery



Yuri
SakuSaku Flakerie



Stephanie
OhMazing Food



Christine
District Doughnut



Nicole
Donut Run



Lauren
Witchie Wicks



Arianna
A.M. Kettle



Mu
Lil Fishy



Patrick
Et Oliva



Michiko
Deux Cranes



Margot
Margot's Morsels



Heather
Grateful Tea Co.



**Kim, Lauren &
Brooke**
Carolina Candy
Company

HIDC ENTREPRENEURS



Natalia & Iban
Terracosta



Sam
Right Place
Studio



Chrissy
The Exotic Chef



Juan
La Coop



Candy
Southeastern
Roastery



Doron
Sticky Fingers



Ariane & Turner
Vegetable and
Butcher



**Sid, Adam &
Sergio**
Wild Bay



Tajara
Muse Eleven



John
Zeke's Coffee



Renee
Amäzi



Yolanda
YoCo



Shiza
Our Place



Ben
Jacobsen Salt



Lilian
Altitude Coffee



Dave
Capital Candy Jar



Ali & Lauren
Fatty Sundays



Laura
Del Mar Designs



Suann
Appointed



Marcella
Marcella Kriebel

HIDC ENTREPRENEURS



Magda
El Board VA



Sherika & Thomas
T | W Totes



Nicole
Pop's
Praiseworthy



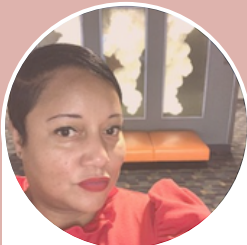
Sasha
Seven Sadie
Lanes



Keisha
Blum Tea



Shawnette
Kitchen
Physician



Katrina
Beautiful Brown
Rainbow



Rylinda
Mane Rhodes



Mackenzie
Homemade in DC

FACES & STORIES BEHIND THE FOOD

We believe the faces and stories behind the food help you appreciate the food on the table. Here are a few of the faces that fed & delighted our customers:



Sahil & Rahul | Rasa

Their fathers were the hard-working immigrant chefs behind Bombay Bistro + Indique. After a short stint in the corporate world, Rahul & Sahil moved back to DC to build RASA. They aim to share the authentic flavors of their youth in a fun, healthy, delicious way. Their purpose is to make Indian food accessible to all!



Nicole | Pop's Praiseworthy

Nicole has always loved popcorn and 6 years ago, when her daughter went off to college, she began thinking about what could fill the void of her being gone. Nicole started playing with recipes at home, seeking an artisanal delight infused with unique flavors. Pop's only uses non-GMO kernels, grown specifically for their size and shape.



Deborah | Sweetdele's Sweet Treats

Deborah was born on the Eastern Shore of Maryland where her love of baking started at an early age, baking with the matriarchs of the family. After many years of baking for family and friends, during the pandemic, Deborah decided to pursue her bakery dream with Sweetdele's Sweet Treats.

GIFTING IN 2024

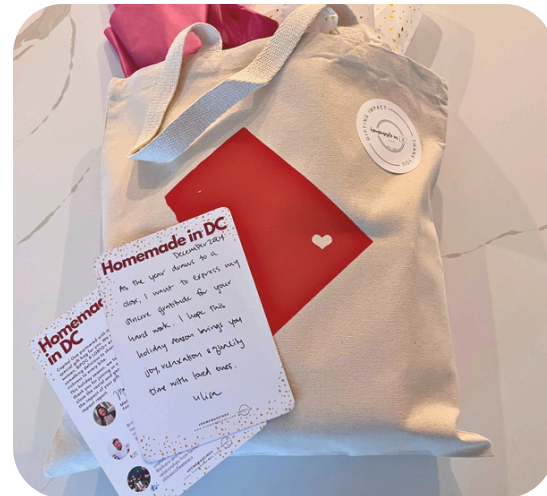
75th NATO Summit

We collaborated with the U.S. State Department to source high quality, delicious, American-made products. Over the course of 3 months we went through multiple proposals, ultimately featuring custom notebooks from Suann of Appointed and popcorn snack bags from Nicole of Pop's Praiseworthy. With over 2,400 bags required, this gifting collaboration represented the largest Homemade in DC order to date and surpassed new production milestones for Pop's Praiseworthy.



Employee Holiday Gift Bags

Capital One celebrated the end of the year with an in person team meeting at the DMV local headquarters. To welcome team members to the DC area from across the nation, they selected our Classic HiDC gift bag with 1 sweet swap of the Red Hot Rosemary popcorn for a seasonal Peppermint Chocolate. Included within each gift bag was a handwritten note we wrote on behalf of the team manager thanking each member for their hard work.



Remote EOY Gift Boxes

Hello Alice hosted their entire team for a virtual end of year celebration. We collaborated with their Chief of Staff to create a custom holiday gift box featuring small women-owned businesses across the nation. Gifts were delivered the week of the celebration with many recipients sharing their unboxing photos in the zoom chat.



ACKNOWLEDGEMENTS

Thank you first and foremost to our food entrepreneurs whose passion, stories, and truly amazing food are the reason why we are here. We also thank the customers who believe in our mission and consciously choose to support local businesses founded and run by women, People of Color, and LGBTQ+ entrepreneurs.

To our deep and growing support system and the mission-driven entrepreneurial ecosystem we are a part of, we say thank you for your invaluable contributions to Homemade in DC.

And lastly, a big shout out to Jhona for your support on showcasing the impact of our work through this impact report and to Alana for your support and energy and raising your hand to support Homemade in DC in a pivotal moment.

**HOMEMADE IN DC THANKS YOU FOR YOUR
CONTINUED SUPPORT!**

CONTACT

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THANK YOU

for joining us in our mission to
**close the racial and gender wealth
gap through small business.**



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